

NEW SHOW

DES MOINES

Holiday

BOUTIQUE

NOV. 3-5, 2017

Iowa Events Center

# How-to set up your company's Exhibitor Listing

## How-to create your listing - as easy as 1-2-3-4!

1. Enter your company info online at:  
<http://www.desmoinesholidayboutique.com/add-exhibitor-login>
2. Log in (Exhibitor Listing Login) on our homepage with the username: **DMHBNovember** and password: **DMHBNovEX7**  
Please note that the password is case sensitive. Contact your sales rep if you want to fax/email your information.
3. We will create your company profile and set up your Request Information form.
4. We will update and maintain your page as required so you can promote product launches, store sales, events and more through your company page!

## Tips to get the most out of your listing

- Enter a full description of your company. The more information you provide the better, as it will help people find you using the search tool.
- Use as many keywords as possible. The keywords will help you appear in the search results. If you sell different types of products, be sure to list them all.
- Select the category that best represents your company. Your company will be listed under this heading.
- Include your booth number. Make sure customers can find your company on the show floor.
- Offer a show special or discount. Use a promo code or offer a percentage off to people who mention your listing, this way you can track the results.
- Follow up with email requests. Be sure and reply to any quote requests you receive - try and make appointments with customers during the show.

The screenshot shows the 'ADD YOUR EXHIBITOR LISTING' form on the website. The form includes fields for Company Name, Address I, Address II, City, State/Province, Zip/Post Code, Phone Number, Booth #, Website, Facebook page, and Twitter page. There are also checkboxes for 'Please enter your tax or Better Business Bureau (if applicable) info:' and 'Upload necessary logo or product photo:'. A 'SEARCH THE EXHIBITOR LIST' button is visible on the right side of the form. Below the form, there are promotional banners for 'advertise here' and 'get noticed ADVERTISE HERE'.

## Benefits of creating your company listing

**VISIBILITY** - Receive a full page on our website ([www.DesMoinesHolidayBoutique.com](http://www.DesMoinesHolidayBoutique.com)) to promote your company, store(s) and products. Update this information while your listing is active to promote show specials, new products, store openings and more!

**SALES** - Consumers can contact you through a search function and email form and you can immediately respond to requests for more information.

## Need more help?

If you need technical help or want to make changes to your listing, please email **Jen Shaw** at [jens@MPeshows.com](mailto:jens@MPeshows.com).